

**WHAT IS CLAIMED IS:**

1. A method for providing incentive to a user to receive information, the method comprising:

providing a programming broadcast signal;

providing a token with the programming broadcast signal;

providing a token capture device configured to receive the token during the providing of the programming broadcast signal; and

providing an incentive for using the token capture device to receive the token.

2. The method according to claim 1, wherein the token capture device is further configured to process the token.

3. The method according to claim 1, wherein the token is contained within the programming broadcast signal.

4. The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

5. The method according to claim 1, wherein the token is a light token.

6. The method according to claim 1, wherein the token is an audio token.

7. The method according to claim 1, wherein the token is an infrared token.

8. The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

9. The method according to claim 8, wherein the token is an audio token.

10. The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

11. The method of claim 1, wherein the information is advertising.

12. The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

13. The method according to claim 12, further comprising:  
storing the collected personal information; and  
using the stored collected personal information in a demographic analysis.

14. A token for including with an programming broadcast signal, the token comprising:  
a token signal containing encoded data, the token signal configured to be received by a broadcast receiving appliance also receiving a broadcast signal, the signal further configured to be radiated by the broadcast receiving appliance and captured by a token capture device.

15. The token according to claim 14, wherein the broadcast receiving appliance is a television.

16. The token according to claim 16, wherein the broadcast receiving appliance is a radio.

17. The token according to claim 14, wherein the broadcast receiving appliance is a set top box.

18. The token according to claim 14, wherein the configuration of the token signal is spread spectrum pseudo noise and the token signal is radiated by the broadcast appliance in an acoustic spectrum.

19. The token according to claim 18, wherein the token capture device captures the radiated token signal below a hearing threshold.

20. The token according to claim 14, wherein the configuration of the token signal is an intensity variation of a video signal of the broadcast signal and the token signal is radiated by the broadcast appliance in an electromagnetic spectrum.

21. The token according to claim 14, wherein the broadcast receiving appliance is a personal computer.

22. The token according to claim 14, wherein the broadcast receiving appliance is a signal processor.

23. A token capture device for capturing a token signal during presentation of an advertisement, the token capture device comprising:

a housing;

a sensor attached with the housing and configured to receive a token signal;

a logic unit, operatively connected to the sensor, for decoding and processing the token signal; and

a storage medium for recording data related to receipt of a token signal; and

a display for indicating the receipt of a token signal.

24. The token capture device according to claim 23, wherein the sensor is an audio sensor.

25. The token capture device according to claim 24, wherein the audio sensor is a microphone.

26. The token capture device according to claim 23, wherein the sensor is an optical sensor.

27. The token capture device according to claim 26, wherein the optical sensor is a photodiode.

28. The token capture device according to claim 23, wherein the logic unit converts a received token signal into a trigger.

29. The token capture device according to claim 23, wherein the display is an LED.

30. The token capture device according to claim 23, wherein the display is an LCD.

31. The token capture device according to claim 28 wherein the display is activated by the trigger.

32. The token capture device according to claim 23 wherein the logic unit is programmed to display information based upon receipt of a single token.

33. The token capture device according to claim 23 wherein the logic unit is programmed to display information based upon receipt of multiple tokens.

34. The token capture device according to claim 23, wherein the display is an acoustic display configured to emit a tone.

35. The token capture device according to claim 23, further comprising a battery.

36. The token capture device according to claim 23, further comprising an identifier.

37. The token capture device according to claim 36 wherein the identifier is a UPC code.

38. A system for providing incentive to receive advertising, the system comprising:  
a broadcast signal;  
a token signal associated with the broadcast signal;  
a token capture device configured to receive the token signal; and  
a means for providing incentive to cause the token capture device to receive the token signal.

39. The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

40. The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

41. The system according to claim 38 wherein the broadcast signal comprises an advertisement.

42. The system according to claim 38 wherein the broadcast signal embodies a television program.

43. The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

44. The system according to claim 38 wherein the broadcast signal embodies a radio program.

45. The system according to claim 38 wherein the broadcast signal embodies a computer software program.

46. A method for providing incentive to receive advertising, the method comprising:  
providing a programming broadcast signal;  
providing an audio token with the programming broadcast signal;  
providing an audio token capture device configured to receive the token during the providing of the programming broadcast signal; and  
providing an incentive for causing the token capture device to receive the token.

47. A token for including with an programming broadcast signal, the token comprising:

a token signal containing encoded audio data configured as spread spectrum pseudo noise, the token signal configured to be received by a broadcast receiving appliance also receiving a broadcast signal, the signal further configured to be radiated by the broadcast receiving appliance in an acoustic spectrum and captured by a token capture device.

48. The token according to claim 47, wherein the token capture device captures the radiated token signal below a hearing threshold.

49. A token capture device for capturing a token signal during presentation of an advertisement, the token capture device comprising:

a housing;  
an audio sensor attached with the housing and configured to receive a token signal;  
a logic unit, operatively connected to the sensor, for decoding and processing the token signal; and  
a storage medium for recording data related to receipt of a token signal; and  
a display for indicating the receipt of a token signal.

50. The token capture device according to claim 49, wherein the audio sensor is a microphone.

51. A method for marketing to consumers, the method comprising:

providing a registration venue;  
gathering consumer information from the consumer at the registration venue;  
delivering advertising to the consumer at the registration venue;  
entering the consumer information into a database;

furnishing to the consumer a token capture device;

providing programming to the consumer;

the consumer using the token capture device during the course of the programming;

providing tokens during the course of the programming;

the token capture device receiving the tokens;

the consumer returning the token capture device to a receiving venue;

gathering token information from the token capture device;

delivering advertising to the consumer at the receiving venue;

entering the token information into a database;

preparing promotional material based, at least in part, on the information in the database;

providing additional programming to the consumer;

providing the promotional material to the consumer in conjunction with providing the additional programming.